

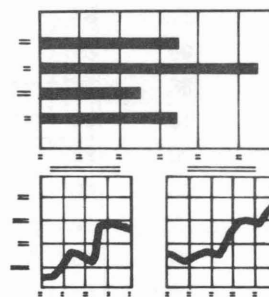


Market Penetration: *How Well Are Your Merchants Doing?*

Dennis U. Fisher*

Financial News

ANNUAL REPORT



How well have your county merchants been doing over the past several years? One measure of success is the extent to which merchants have penetrated the market. **Draw factors** measure the percentage of the county's market that county merchants are capturing. They are calculated using the following procedure.

Draw factors measure the percentage of the county's market that county merchants are capturing.

For each particular year, state sales per dollar of state income are multiplied by county income to estimate potential sales for the county. Then actual county sales are divided by estimated potential county sales to determine the percentage of potential sales being captured. This assumes that the state sales per dollar of income is the norm for all counties in the state.

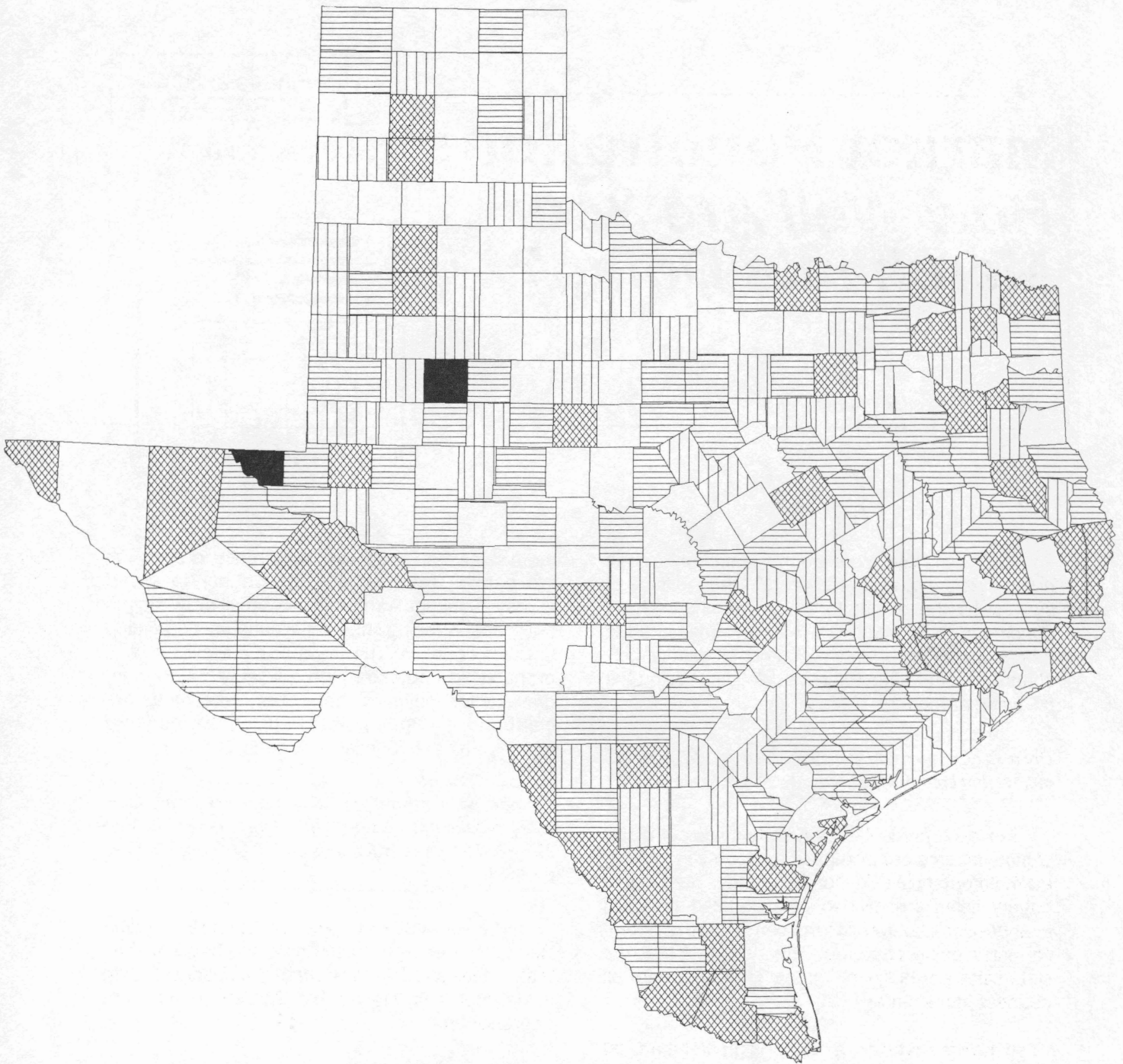
If the draw factor in a county is greater than 100 percent, merchants in that county are capturing

more sales than expected. Apparently, consumers are coming from outside the county to spend money. Counties with unusually small draw factors are probably losing substantial consumer spending to other counties. The trend in the draw factor is probably as important as the level. An increasing draw factor indicates that county merchants are capturing a larger percentage of the potential market. Sales include all retail establishments.

Counties with unusually small draw factors are probably losing substantial consumer spending to other counties. The trend in the draw factor is probably as important as the level.

(The two sets of counties, Dallam/Hartley and Randall/Potter, have been combined because their major cities straddle the county boundaries. Due to insufficient data, Loving and Borden counties are not reported.)

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1988 Percent Draw



No Data
Low to 59.9%
60.0% to 74.9%
75.0% to 99.9%
Above 100%

2 Counties
77 Counties
59 Counties
79 Counties
37 Counties

Source: Compiled by the Community Development Project Group, Texas Agricultural Extension Service, Texas A&M University System. Income data were obtained from the U.S. Department of Commerce, Bureau of Economic Analysis.

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Anderson	.93	1.01	.95	1.00	.96	.91	.97	.87	.89	.86	.94
Andrews	.63	.72	.73	.75	.73	.73	.75	.78	.65	.68	.68
Angelina	.97	.95	.92	.91	1.02	1.07	1.10	1.03	.99	1.05	.94
Aransas	.99	1.02	.96	.95	1.07	1.09	1.10	1.06	1.28	1.33	1.25
Archer	.63	.72	1.07	1.27	1.01	.87	.80	.70	.54	.54	.49
Armstrong	.29	.22	.27	.38	.36	.43	.30	.24	.20	.23	.30
Atascosa	.73	.80	.81	.77	.77	.73	.75	.75	.78	.73	.74
Austin	.79	.76	.76	.75	.78	.76	.83	.80	.78	.78	.80
Bailey	1.09	1.06	1.20	.88	.88	.89	.89	.83	.85	.59	.62
Bandera	.41	.42	.41	.43	.45	.43	.38	.37	.37	.38	.34
Bastrop	.56	.54	.54	.57	.61	.54	.56	.65	.60	.61	.63
Baylor	.86	.72	.78	.82	.81	.71	.68	.75	.67	.66	.69
Bee	.86	.91	.91	.90	.89	.90	.89	.89	.90	.89	.84
Bell	.80	.85	.74	.79	.86	.90	.89	.92	.95	.93	.83
Bexar	.92	.92	.87	.89	.95	.97	.96	1.01	1.02	.98	.92
Blanco	.63	.56	.63	.85	.93	1.03	1.04	.99	.86	1.00	.50
Borden(1)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
Bosque	.55	.54	.50	.77	.56	.59	.56	.48	.49	.45	.44
Bowie	.93	.97	.89	.90	1.00	1.06	1.02	1.00	1.06	1.06	1.04
Brazoria	.66	.67	.65	.65	.70	.72	.68	.65	.67	.71	.74
Brazos	1.12	1.09	1.10	1.25	1.25	1.19	1.13	1.11	1.12	1.10	1.15
Brewster	.90	.77	.79	1.02	1.06	1.07	.92	.99	1.04	.99	.97
Briscoe(5)	1.42	.77	.79	.49	.62	.48	.38	.40	.33	.29	.27
Brooks	1.10	1.19	1.20	1.21	1.06	1.00	1.06	1.07	1.01	1.05	1.12
Brown	.96	.93	.89	1.11	.94	.93	.89	.84	.89	.92	.88
Burleson	.73	.85	1.13	1.39	1.22	.92	.88	.86	.75	.72	.73
Burnet	.71	.72	.67	.67	.77	.89	.84	.83	.86	.81	.76
Caldwell	.77	.75	.74	.83	.80	.73	.66	.64	.57	.56	.51
Calhoun	.86	.92	.88	.88	.96	.98	.99	.89	.94	.84	.93
Callahan	.53	.53	.54	.54	.54	.54	.61	.53	.57	.53	.45
Cameron	1.21	1.34	1.40	1.54	1.37	1.14	1.17	1.22	1.22	1.20	1.29
Camp	.65	1.12	.78	.71	.75	.75	.65	.69	.79	.83	.72
Carson	.40	.43	.51	.42	.42	.40	.50	.41	.37	.38	.31
Cass	.76	.77	.65	.65	.68	.72	.71	.75	.70	.72	.77
Castro	.79	.12	.83	.77	.85	.73	.70	.95	.77	.57	.57
Chambers	.74	.63	.60	.74	.74	.68	.63	.61	.61	.63	.57
Cherokee	.77	.80	.72	.72	.77	.74	.77	.76	.83	.80	.80
Childress	.79	.78	.92	.93	1.05	.91	.83	.86	.94	.95	.91
Clay	.61	.75	.71	.74	.67	.62	.66	.58	.48	.51	.51
Cochran	.78	.75	1.29	.77	.66	.73	.72	.84	.74	.64	.63
Coke	.94	.73	.82	.90	.89	.86	.85	.82	.77	.71	.81
Coleman	.81	.70	.77	.68	.68	.69	.77	.65	.59	.60	.59
Collin	.47	.57	.51	.53	.65	.70	.72	.74	.77	.78	.71
Collingsworth	.68	.82	.78	.91	.91	.76	.76	.63	.56	.47	.47
Colorado	.97	.96	1.07	1.17	1.10	.96	.93	.91	.88	.84	.85
Comal	.69	.69	.59	.62	.65	.67	.67	.71	.77	.79	.98
Comanche	.94	1.03	.91	.76	.77	.75	.80	.82	.75	.77	.70
Concho	.86	.62	.67	.49	.57	.53	.45	.39	.34	.32	.29
Cooke	.92	.97	.93	1.03	1.03	1.01	1.01	1.06	1.04	1.00	1.02

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Coryell	.36	.39	.40	.40	.41	.45	.41	.42	.44	.43	.40
Cottle	.85	.80	1.00	1.33	.77	.61	.55	.56	.66	.60	.52
Crane	.61	.78	.72	.79	.78	.78	.82	.81	.73	.73	.63
Crockett	.92	1.15	1.17	1.07	1.26	1.10	.92	.86	.97	.81	.80
Crosby	.53	.53	.69	.63	.80	.57	.70	.70	.80	.56	.61
Culberson	1.48	1.52	1.39	1.69	1.83	1.55	1.40	1.39	1.18	1.22	1.08
Dallam(2)	1.01	.92	.97	.93	.89	.75	.90	.87	.90	.81	.83
Dallas	1.07	1.07	1.05	1.01	1.04	1.09	1.09	1.11	1.12	1.13	1.08
Dawson	.86	.89	1.06	.91	.97	.87	.86	.83	.70	.70	.72
Deaf Smith(5)	.96	.91	.88	.98	.97	2.42	1.80	.78	.69	.67	.61
Delta	.79	.36	.40	.37	.39	.39	.40	.35	.38	.35	.36
Denton	.61	.63	.58	.57	.62	.63	.62	.64	.68	.67	.59
De Witt	.85	1.00	.90	.89	.89	.83	.82	.80	.78	.84	.78
Dickens	1.03	.86	.88	.76	1.00	.48	.49	.54	.53	.40	.48
Dimmit	1.24	1.25	1.42	1.36	1.48	.99	.90	1.01	.91	.84	.95
Donley(5)	.64	.59	1.89	.73	.73	.64	.58	.62	.58	.47	.49
Duval	.67	.63	.68	.86	.81	.73	.76	.65	.61	.51	.49
Eastland	.88	.97	.89	.90	.96	.94	.99	1.01	.91	.91	.91
Ector	1.31	1.35	1.49	1.77	1.51	1.26	1.28	1.22	1.16	1.25	1.35
Edwards	.45	.63	.57	.56	.61	.51	.53	.58	.60	.57	.59
Ellis	.65	.65	.59	.61	.68	.67	.71	.68	.69	.65	.65
El Paso	1.12	1.17	1.13	1.04	1.03	1.00	.99	1.08	1.16	1.14	1.17
Erath	.98	1.08	.97	.94	.98	1.00	.94	.99	1.05	.99	.91
Falls	.73	.80	.73	.70	.67	.66	.69	.62	.61	.56	.63
Fannin	.94	.88	.84	.75	.84	.78	.83	.83	.78	.77	.79
Fayette	.87	.94	1.06	1.22	1.11	1.04	1.03	.90	.90	.85	.82
Fisher	.48	.39	.45	.36	.56	.49	.53	.46	.51	.41	.36
Floyd	.65	.80	.72	.50	.54	.51	.47	.52	.52	.49	.54
Foard	.53	.45	.58	.52	.56	.44	.45	.47	.39	.32	.31
Fort Bend	.41	.41	.36	.42	.44	.45	.45	.43	.46	.67	1.00
Franklin	.58	.58	.53	.53	.56	.57	.56	.55	.56	.63	.62
Freestone	.84	.78	.78	.80	.87	.77	.77	.71	.66	.61	.61
Frio	1.11	.99	1.17	1.16	1.04	.92	.97	1.05	.99	.98	1.05
Gaines	1.12	1.12	1.50	1.63	1.19	.91	1.16	1.35	1.04	.79	.87
Galveston	1.39	1.63	1.83	.68	.71	.72	.70	.66	.67	.69	.64
Garza	.86	.77	1.03	1.11	1.24	.99	.92	.97	.85	.78	.69
Gillespie	.81	.85	.75	.73	.80	.85	.79	.79	.78	.79	.82
Glasscock	.26	.20	.52	.12	.32	.29	.26	.29	.23	.22	.21
Goliad	.50	.44	.45	.45	.47	.49	.51	.52	.53	.50	.53
Gonzales	.65	.74	.68	.88	.86	.87	.85	.83	.73	.76	.70
Gray	.90	.89	.95	1.07	1.07	.97	.95	.94	.85	.90	.91
Grayson	.92	.95	.87	.85	.89	.95	.94	.95	.98	.91	.83
Gregg	1.75	1.37	1.61	1.59	1.55	1.46	1.45	1.36	1.34	1.34	1.35
Grimes	.82	.81	.92	.89	.93	.87	.86	.81	.75	.71	.66
Guadalupe	.60	.63	.62	.64	.62	.63	.64	.73	.70	.68	.59
Hale	.97	1.03	.97	.87	.93	.94	.79	.90	.93	.92	1.52
Hall	.80	.66	.57	.84	.71	.65	.63	.89	.74	.58	.65
Hamilton	.68	.78	.72	.67	.67	.70	.68	.73	.75	.80	.69
Hansford	.55	.80	.70	.73	.72	.59	.55	.56	.54	.57	.57

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Hardeman	.69	.66	.65	.66	.67	.65	.59	.54	.57	.60	.61
Hardin	.72	.82	.64	.62	.71	.73	.74	.69	.73	.73	.78
Harris	1.00	1.01	.98	1.01	.97	1.01	1.00	1.00	1.02	1.05	1.08
Harrison(5)	.96	.83	1.56	.82	.83	.85	.81	.82	.80	.80	.78
Hartley(2)	1.01	.92	.97	.93	.89	.75	.90	.87	.90	.81	.83
Haskell	.76	.55	.79	.63	.85	.72	.69	.71	.73	.61	.62
Hays	.67	.69	.68	.68	.76	.77	.72	.71	.73	1.12	.78
Hemphill	1.04	1.01	1.10	1.12	.94	.76	.78	.53	.46	.44	.54
Henderson	.90	.93	.82	.81	.86	.91	.86	.82	.87	.82	.80
Hidalgo	1.21	1.28	1.31	1.50	1.34	1.16	1.23	1.29	1.30	1.31	1.53
Hill	.80	.88	.88	.81	.85	.85	.80	.81	.81	.80	.84
Hockley	.80	.87	.84	.86	.89	.84	.88	.85	.76	.80	.87
Hood	.73	.66	.56	.58	.65	.69	.72	.80	.80	.77	.74
Hopkins	1.02	.92	.87	.90	.90	1.04	1.07	1.00	1.02	1.05	1.14
Houston(5)	.73	2.58	.70	.66	.69	.69	.60	.71	.72	.68	.69
Howard	1.04	.88	.98	.93	1.06	.93	.92	.88	.90	.88	1.00
Hudspeth	.51	.59	.57	.53	.68	.52	.39	.38	.41	.31	.27
Hunt	.81	.91	.74	.74	.77	.80	.81	.83	.83	.81	.78
Hutchinson	.82	.71	.73	.79	.76	.71	.67	.66	.64	.59	.58
Irion	.13	.13	.17	.17	.16	.19	.17	.18	.19	.18	.19
Jack	.84	.84	.76	.82	.77	.72	.75	.67	.59	.57	.52
Jackson	.60	.52	.60	.66	.78	.80	.75	.78	.78	.71	.79
Jasper	.99	1.03	.96	.92	1.05	1.05	1.02	.97	.97	1.01	1.34
Jeff Davis	.34	.25	.26	.32	.33	.38	.37	.35	.40	.37	.35
Jefferson	.85	.86	.87	.85	.92	.94	.98	.95	1.02	1.03	1.01
Jim Hogg	.78	.59	.65	.89	1.06	1.07	1.17	1.34	1.42	.91	.94
Jim Wells	1.30	1.37	1.34	1.50	1.44	1.24	1.19	1.06	1.02	1.05	1.00
Johnson	.73	.65	.60	.59	.63	.68	.70	.67	.63	.65	.60
Jones	.68	.85	.83	.72	.78	.72	.69	.69	.69	.69	.67
Karnes	.85	.88	.83	.85	.83	.77	.78	.76	.88	.77	.68
Kaufman	.77	.80	.72	.69	.74	.70	.73	.73	.73	.69	.64
Kendall	.52	.51	.57	.57	.66	.61	.68	.65	.80	.86	.86
Kenedy(5)	.18	.10	.10	.12	.10	.12	.12	.11	.08	1.25	.24
Kent	.44	.43	.80	.59	.68	.48	.36	.40	.20	.29	.29
Kerr	.70	.78	.73	.76	.79	.83	.76	.74	.78	.69	.68
Kimble	1.04	1.09	1.13	1.16	1.18	1.11	1.16	1.12	1.18	1.15	1.15
King	.74	.25	.59	.37	.62	.65	.62	.74	.78	.47	.41
Kinney	.64	.55	.41	.43	.46	.40	.36	.40	.33	.33	.37
Kleberg	.82	.97	.89	.92	.91	.87	.89	.86	.84	.83	.79
Knox	.75	.91	.92	.69	.73	.69	.66	.73	.68	.66	.62
Lamar	.99	1.03	.95	.97	1.01	1.00	1.00	.92	.98	.98	1.01
Lamb	.78	.58	.57	.56	.53	.47	.43	.49	.48	.43	.46
Lampasas	.71	.75	.65	.65	.70	.73	.69	.67	.68	.64	.58
LaSalle	.91	.98	.98	.97	.88	.91	.81	.71	.69	.62	.61
Lavaca	.87	.87	.86	.89	.86	.80	.75	.77	.72	.73	.77
Lee	.84	.95	1.20	1.29	1.11	1.05	1.03	1.02	.91	.96	.86
Leon	.64	.73	.71	.84	.82	.85	.78	.78	.74	.75	.68
Liberty	.92	.96	.87	.96	.95	1.01	.99	.89	.85	.80	.83
Limestone	.87	.81	.82	.87	.92	.87	.84	.74	.82	.85	.84

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Lipscomb	.63	.51	.55	.66	.61	.51	.58	.56	.45	.37	.35
Live Oak	.65	.68	.68	.76	.69	.71	.69	.71	.81	.73	.69
Llano	1.03	.92	.81	.79	.75	.78	.69	.59	.62	.59	.53
Loving(1)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
Lubbock	1.22	1.18	1.15	1.21	1.28	1.24	1.20	1.25	1.24	1.23	1.21
Lynn	.40	.35	.53	.32	.43	.33	.34	.37	.41	.30	.28
McCulloch	.91	1.01	.85	.85	.91	.91	.82	.82	.85	.87	.78
McLennan	1.00	1.02	.93	.91	1.00	1.03	1.03	1.03	1.06	1.05	1.04
McMullen	.22	.22	.25	.27	.24	.30	.28	.24	.21	.21	.24
Madison	1.05	.86	.91	.83	.89	.80	.80	.79	.71	.69	.70
Marion	.54	.62	.59	.63	.63	.61	.56	.56	.57	.60	.52
Martin	.64	.38	.90	.42	.64	.65	.65	.52	.57	.43	.44
Mason	1.18	1.01	.91	.72	.94	.95	.61	.78	.78	.72	.72
Matagorda	.80	.84	.85	.92	.91	.95	.93	.64	.64	.66	.66
Maverick	1.87	1.71	1.76	2.12	1.53	1.09	1.26	1.41	1.32	1.34	1.53
Medina	.70	.73	.75	.79	.97	1.07	1.09	1.10	1.07	1.03	.94
Menard	1.42	1.33	1.48	1.31	1.37	.42	.47	.52	.46	.41	.40
Midland	.85	.96	1.04	1.10	1.05	.97	.96	1.03	.86	.86	.87
Milam	.68	.69	.69	.67	.70	.71	.73	.73	.74	.78	.71
Mills	.74	.76	.71	.69	.74	.64	.65	.66	.58	.53	.49
Mitchell	.70	.71	.79	.72	.78	.69	.82	.77	.74	.72	.67
Montague	1.09	1.09	1.01	1.08	1.04	.99	.97	.98	.89	.79	.76
Montgomery	.63	.59	.56	.61	.67	.69	.70	.78	.72	.77	.75
Moore(4)	.81	.89	.93	.82	.84	.78	.81	.84	.79	.72	.70
Morris	.57	.56	.54	.56	.61	.55	.55	.56	.57	.65	.50
Motley	.79	.54	.63	.56	.57	.53	.54	.51	.57	.46	.47
Nacogdoches	1.01	1.13	1.02	1.02	1.06	1.14	1.07	1.04	1.06	1.09	1.03
Navarro	.82	.80	.81	.76	.86	.89	.87	.89	.94	.96	.87
Newton	1.53	1.10	.58	.55	.60	.57	.54	.53	.52	1.25	1.10
Nolan	.83	.85	.90	1.01	1.10	1.02	1.00	.99	.92	.84	.81
Nueces	.93	.98	1.46	1.07	1.09	1.03	1.02	1.00	1.01	1.03	1.06
Ochiltree	.96	.86	1.10	1.26	1.22	1.11	.96	.89	.87	.74	.83
Oldham	.43	.72	.87	.67	.72	.44	.35	.39	.37	.29	.36
Orange	.76	.75	.75	.76	.73	.77	.74	.74	.77	.74	.76
Palo Pinto	.96	1.01	1.56	1.04	1.09	1.00	1.00	1.03	1.04	.99	.93
Panola	.65	.76	.79	.82	.74	.65	.64	.58	.62	.59	.52
Parker	.74	.78	.80	.76	.81	.86	.92	.79	.74	.73	.64
Parmer	.57	.57	.56	.44	.44	.35	.34	.31	.28	.27	.28
Pecos	1.06	1.10	1.23	1.24	1.40	1.18	1.09	1.06	1.07	1.04	1.07
Polk	1.11	1.06	.96	.94	1.09	1.09	1.24	1.20	1.22	1.10	1.06
Potter(3)	1.07	1.06	1.02	1.06	1.16	1.09	1.05	1.06	1.12	1.10	1.09
Presidio	.98	.99	1.05	1.06	.86	.71	.67	.84	.88	.92	.87
Rains	.56	.51	.50	.52	.59	.60	.55	.54	.63	.53	.56
Randall(3)	1.07	1.06	1.02	1.06	1.16	1.09	1.05	1.06	1.12	1.10	1.09
Reagan	.70	1.02	.96	.87	1.05	.93	.88	.84	.82	.73	.84
Real	.54	.56	.57	.54	.67	.70	.53	.45	.41	.44	.40
Red River	.69	.69	.66	.63	.61	.64	.62	.59	.59	.61	.60
Reeves	1.17	.95	.90	.97	1.14	.91	.89	.95	.93	.84	.78
Refugio	.73	.69	.73	.73	.70	.63	.64	.62	.54	.55	.53

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Roberts	.31	.29	.27	.47	.41	.30	.29	.34	.34	.27	.28
Robertson(5)	.65	2.00	.77	.73	.72	.72	.70	.64	.63	.60	.56
Rockwall	.50	.59	.55	.52	.56	.68	.68	.60	.64	.63	.61
Runnels	.87	.96	.85	.85	.88	.81	.70	.65	.62	.59	.53
Rusk	.62	.71	.61	.60	.59	.63	.62	.59	.59	.61	.68
Sabine	.78	1.03	.76	.81	.87	.83	.80	.73	.71	.65	.77
San Augustine	.84	.83	.77	.72	.79	.77	.77	.70	.68	.75	.65
San Jacinto	.40	.39	.43	.36	.41	.40	.44	.41	.43	.43	.38
San Patricio	.66	.67	.67	.67	.73	.69	.67	.63	.67	.64	.63
San Saba	1.01	.79	.77	.87	.83	.85	.75	.69	.71	.62	.55
Schleicher	.60	.47	.52	.46	.41	.32	.27	.34	.33	.32	.30
Scurry	.92	.84	.98	1.04	1.08	.96	.93	.87	.81	.80	.84
Shackelford	.72	.71	.81	.67	.63	.67	.64	.61	.46	.39	.41
Shelby	.95	.96	.82	.86	.88	.87	.83	.81	.80	.87	.81
Sherman	.41	.37	.49	.42	.32	.25	.23	.23	.23	.24	.23
Smith	.99	.99	1.00	1.00	1.05	1.07	1.06	1.03	1.06	1.07	1.03
Somervell	.61	.62	.60	.59	.62	.73	.72	.77	.83	.66	.56
Starr	1.13	1.22	1.28	1.36	1.18	.94	.99	1.13	1.09	1.16	1.27
Stephens	1.10	1.03	1.07	1.08	1.10	1.19	1.20	1.13	1.05	.96	.96
Sterling	.84	1.09	.98	1.03	.95	.80	.75	.68	.57	.56	.62
Stonewall	.63	.49	.85	1.10	.98	.75	.66	.67	.59	.57	.51
Sutton	1.56	1.47	1.48	1.36	1.33	1.14	1.00	.86	.84	.86	.92
Swisher	.77	.65	1.01	.66	.79	.67	.63	.61	.54	.50	.49
Tarrant	.96	.95	.96	.92	.96	.99	.99	1.01	1.03	.99	.97
Taylor	1.16	1.19	1.31	1.37	1.23	1.14	1.10	1.03	1.03	1.02	1.03
Terrell	.97	.88	.87	.79	.59	.49	.48	.49	.37	.34	.38
Terry	1.05	1.08	1.15	.99	.98	.92	.98	.97	1.02	.75	.75
Throckmorton	.45	.55	.43	.41	.43	.54	.51	.44	.37	.33	.29
Titus	1.18	1.21	1.74	1.19	1.24	1.19	1.19	1.22	1.15	1.08	1.06
Tom Green	.93	1.05	.91	.94	1.03	1.04	.97	.93	.93	.92	.89
Travis	1.04	1.01	.98	1.03	1.12	1.16	1.18	1.16	1.11	1.10	1.07
Trinity	.79	.79	.87	.94	.94	.93	.79	.72	.75	.79	.75
Tyler	.62	.66	.62	.61	.64	.68	.66	.69	.67	.57	.58
Upshur	.68	.76	.86	.99	1.17	.86	.61	.59	.55	.58	.57
Upton	.83	.50	.61	.63	.71	.63	.53	.54	.51	.49	.55
Uvalde	.95	1.05	.96	1.00	1.00	.94	.91	.92	1.00	1.01	.97
Val Verde	.91	1.04	1.04	1.13	1.09	.98	.95	.90	.90	.92	.88
Van Zandt	.65	.60	.58	.54	.56	.55	.52	.57	.59	.58	.57
Victoria	.98	1.00	.99	1.04	1.03	1.04	1.09	1.07	1.02	1.02	.98
Walker	.94	.94	.92	1.00	.97	1.00	.93	.85	.84	.84	.81
Waller	1.20	1.15	1.15	1.37	1.51	1.65	1.67	1.60	1.44	1.35	1.51
Ward	.78	.74	.70	.77	.85	.70	.79	.75	.72	.71	.76
Washington	.71	.78	.81	.91	.89	.83	.79	.75	.73	.70	.69
Webb	1.96	2.13	2.38	2.83	1.98	1.50	1.89	2.17	2.07	2.08	2.85
Wharton	.93	.99	1.02	.90	.94	.98	.90	.84	.92	.85	.97
Wheeler	.86	1.02	.97	1.11	1.43	1.01	1.11	1.12	.63	.63	.65
Wichita	1.03	1.03	.98	1.03	1.01	1.01	.99	1.00	.94	.93	.94
Wilbarger	.71	.71	.92	.72	.81	.80	.79	.76	.79	.79	.79
Willacy	.71	.73	.74	.67	.86	.81	.67	.69	.72	.72	.84

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Williamson	.58	.55	.53	.52	.59	.62	.70	.70	.71	.64	.64
Wilson	.65	.76	.71	.72	.71	.70	.62	.56	.59	.58	.56
Winkler	.97	1.00	.98	1.03	1.05	.99	.83	.82	.72	.73	.76
Wise	.55	.62	.55	.60	.62	.62	.69	.70	.73	.68	.57
Wood	.74	.88	.78	.74	.77	.79	.73	.72	.73	.72	.70
Yoakum(4)	.94	.87	1.12	.00	.00	.96	.86	.87	.76	.67	.69
Young	.93	.91	.90	1.01	.99	.93	.98	.94	.79	.76	.70
Zapata	.78	.73	.85	.76	.73	.73	.70	.78	.73	.73	.77
Zavala	.76	.90	.88	.63	.81	.73	.78	.83	.79	.70	.69

Source: Compiled from retail and service sales data supplied by the Office of the Texas Comptroller of Public Accounts and income data from the U.S. Department of Commerce, Bureau of Economic Analysis purchased from the Bureau of Business Research, University of Texas at Austin, 1989.

Footnotes: (1) Data omitted.
(2) Data for Dallam and Hartley combined.
(3) Data for Potter and Randall combined.
(4) Zeros indicate missing data for some years.
(5) Large changes in draw factors may indicate data errors.

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